A "Dont Miss This" Ebook

7 Fig Internet Marketer

Trade Secrets

How to Build Multiple Residual Income Streams & More!

Dominus Markham

Ready for real results?

Behind the Scene Trade Secrets of a 7 Figure Internet Marketer

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Contents

Secrets of a Seven Figure Internet Marketer

In April I was lucky enough to have a personal coaching call from the office of a 7 figure internet marketer. The call was an overview of the EXACT system this 7 figure marketer recommends EVERYONE online should follow.

It is what he believes to be the *quickest*, *easiest* and *most scalable* path to internet success (and riches).

What's more you can start it today.

For the most part we're all interested in internet marketing for two things... the time & the money. Marking more money from less time so we can live the lifestyle we dream of.

This is an incredibly simple system where the difference between success and failure is simply the desire to succeed and the willingness to make incremental improvements.

Building momentum and focusing your efforts on what's working and generating real results.

Have faith that it works, pursue it with pig headed discipline and determination, never give up and you will reap the rewards and achieve your goals.

The Quickest & Easiest Way to Build a List (and boost opt-in rates by 75%)

Ever heard the phrase "*The money is in the list?*" or any other variation? I'm not here to sell you on list building, how it can stabilize your income, builds a residual income or remind you the importance of multiple exposures before someone buys something.

BUT...

List building is super-important and a highly profitable internet marketing strategy. It's so good that even if you do nothing other than build a list of say 400 to 4000 you can make an income of around $1500 per month.

A 10,000 list can pull in up to $15,000 per month.

Imagine you had a 10,000 list and you spend 20 minutes crafting an email to promote a highly relevant product that retails at $60. You get 50% commission and it converts at 1%... bang... $3000 commission from just one email.

Powerful stuff!

Building a list should underpin everything you do online and the best way to build a list is by driving traffic into a funnel where they have two choices.

Join your list or leave.

And that's where we introduce the squeeze page

Here's an example:

A squeeze page is a simple page that asks your website visitor to give you their email address at a minimum. Depending on the type of business and how you intend to follow-up you can ask for names, telephone numbers and home addresses.

Once you have collected their email address (they subscribe to your email list) you can continue to connect with them indefinitely, promote products and services they may be interested in buying.

The question you visitor will ask is "Why should I give you my email address?"

People search the internet for information so the easiest thing to trade for their email address is… errr… information.   Give them an answer to their question, a solution to their problem and give them what they want.

This is cheaply and easily done using a short report like the one you are reading now. It should provide value, build trust and point your subscriber towards more comprehensive solutions (either free or for sale) you can use to build the relationship.

This is where we talk conversions.

What percentage of the people who visit your squeeze page join your list and what percent don't. Naturally we want more people joining your list (so you can market to them in the future) than not joining your list.

The way you present your report on the squeeze page and the format in which it is delivered will determine how many of your visitors join your list and how many leave your page.

Your job as an internet marketer is to get the opt-in rate (how many visitors join or opt-in to your list) as high as possible. In my

personal opinion anything over 50% is good and with the right traffic source you can get it up to 85%.

During the coaching call I received I was strongly advised to create an audio (record an interview) which in their tests had improved conversions by up to 75% partially because an audio is seen as being worth more than a free report.

If you think a bad squeeze page might convert 10 in 100 visitors.

A good squeeze page might convert 50 in 100 visitors.

And a good squeeze page with an audio might convert 87 in 100 visitors.

Now you're not working harder… you're working smarter.

The easiest way to test and track is by using a minimum of 2 different squeeze pages at the start and using Google Analytics. Inside Google Analytics > Content you can set up experiments to test your pages.

By simple inserting a short piece of code into your squeeze page, your squeeze page variation and the thank you page Google will track and tell you which page is converting best and how many visitors are joining your list.
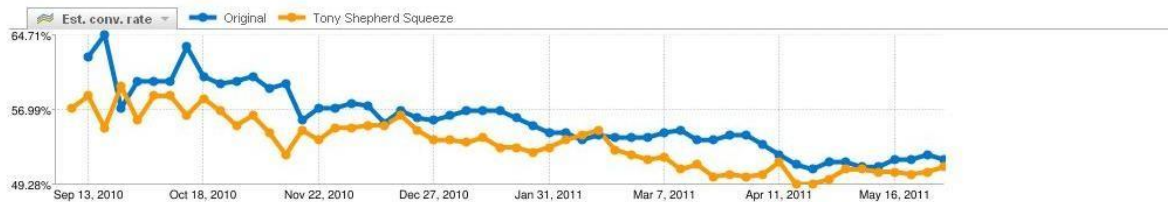
/superaffiliate/index (squeeze pages)
Running - Pause | Stop | Follow Up | Copy | Settings | Report
Created: Aug 31, 2010 | Launched: Aug 31, 2010

We have not gathered enough data yet to show any significant results. When we collect more data we should be able to show you a winning combination.

Est. conv. rate ▾   ●— Original   ●— Tony Shepherd Squeeze

64.71%

56.99%

49.28%
Sep 13, 2010   Oct 18, 2010   Nov 22, 2010   Dec 27, 2010   Jan 31, 2011   Mar 7, 2011   Apr 11, 2011   May 16, 2011

Variations (2)

Download: PDF XML CSV TSV | Print

Disable   All Combinations (2) ▾   Key: ■ Winner ■ Inconclusive ■ Loser ?

	Variation	Status ?	Est. conv. rate ?	Chance to Beat Orig. ?	Observed Improvement ?	Conv./Visitors ?
☐	Original	Enabled	51.8% ± 5.9%	—	—	71 / 137
ⓘ Collecting data. No high-confidence winner found yet. Learn more						
☐	Tony Shepherd Squeeze	Enabled	51.0% ± 5.6%	44.2%	-1.65%	79 / 155

Show rows: 15 ▾ |◀◀ ◀ 1 to 1 of 1 ▶ ▶▶|

Go to Experiment List »

Above: Two squeeze pages (whilst this is an old screenshot the relevance is the same) tested which are converting at just over 51%. Google Website Optimizer (not found inside Google Analytics > Content > Experiments) takes minutes to install and walks you through the process.

How to Build a Buyers List for Long Term Profits

Once someone has joined your list you can stop there and simply promote other people's products as an affiliate. Focus on your list, build it bigger and bigger, and email them a combination of content and recommendations and you've got yourself a viable business right there.

The best affiliate, email marketers don't even have to sell… they know exactly which button to push when they write their emails, how to pre-sell to their list and stick out like a sore-thumb from other internet marketers.

Good email marketers don't really sell, they simply point you in the right direction and let you come to your own, natural conclusion that the product they recommend is the answer to your prayers.
Copywriter and affiliate marketer, Ben Settle, is particularly good at this and I recommend you get on his list.

Or… if you want to earn more faster you should create your own product to sell.

Despite the allure of affiliate marketing (no product, no customer support and tons of products to promote) many top internet marketers (think Lee McIntyre and Terry Dean) strongly recommend you start out by creating your own information-product.

Why? It's simply the faster way to make money online.

You have the added advantage of keeping 100% of the profits. All the customers are your own (where as an affiliate creates customers

for someone else to sell to again in the future) and remember that people joined your list because they liked what YOU had to offer.

Hopefully they already feel like they know and trust you through your free gift and your emails. That makes them much more likely to buy from you instead of some unknown.

More importantly, your own product will help you with traffic (more on that later).

Your own information product should be either an extension of your free report or a highly relevant piece of additional information. Jimmy D. Brown – one the pioneers of internet marketing – coined the phrase "*Useful but incomplete*."

If you can create a free product that provides useful information on what to do but not exactly how to do it then all you have to do is fill in the gaps and you have your first full paid product. Other ideas might be to interview yourself for your free gift and interview a known, reputable marketer for the paid product or create a screen-capture video for your paid product.

Another very simple but very significant advantage to selling your own products is that you start to segment your list into the people you know have spent money and have not spent money. This list of people who've spent money (buyers list) is a huge asset because people who have spent money once are highly likely to spend money again and again and again.

Before we go any further into the system we need to talk about the two big factors critical to your success.

Why It's ALL About Traffic & Conversions

You're familiar with conversions from your squeeze page. Now you need to do the same again with your sales page for your first paid product.

How many visitors does it take to make a sale?

Let's take s step back...

A sales page is the typical long letter with only one option – keep reading and scrolling – until you get to the payment button at the end. Or it may be replaced with a video of someone running through a sales script before presenting an order button.

The best way to view a sales letter is as a salesman in print, audio or video format. They are a very important piece of the (internet) marketing puzzle. One of my biggest mistakes is just checking for payments from PayPal and not keeping a closer eye on my sales conversions. It's nice to open up your gmail account and see an email from PayPal telling you that payment has been received however you don't know if that's after 1, 100 or 1000 visitors.

Keeping track of your conversions, testing variations and making incremental improvements can be the difference between success and failure.

Far too many newbie's create a product and are disappointed when it fails to sell daily, weekly or monthly. They stop digging for gold, not realising that it may only be inches away – if they focus on traffic and conversions.

To start selling your product you need to have a sales page. If this sounds too daunting then simple set up a webpage with the name of

your product, a few bullet points with the benefits and a payment button.

Job done.

The classic sales page you are familiar with does NOT MAKE sales… it increases sales. I remember a story from Ben Settle about how they put up a page for a golf product with nothing other than a payment button. Guess what? They made money but when they put up a sales page they made a ton of sales.

Sales pages are simply sales multipliers, they don't magically create money.

To start with something is better than nothing and if you can warm your email list up, pre-sell them on the benefits of your product and start sending them to your sales page you have results to track and improve.

Your goal now is to incrementally improve your sales pages and boost conversions. Imagine you have a $17 product and it gets 1000 visitors per month. Convert at 1% and you make $170 per month pure profit.

Convert at 5% and you make $850 per month.

Double the traffic and you double your money.

Double your conversions and you double your money.

You have a lot of control over conversions through testing your sales page. Always run two variations of the sales page. You keep the best one (this is called your control) and you replace the losing page with a new variation.

Often the biggest factors for a successful sales page are the offer itself (are you providing value), proof it works (can you get testimonials from your buyers) and scarcity. Is it in limited supply, will the price increase or what happens if they don't buy right now?

If you want to write your own sales copy but don't have the time to invest in becoming a 'copywriter' then Stopwatch Copywriting by Jason Fladlien is a great short-cut.

Aside from making more money… one of the most important reasons for increasing conversions is to put your traffic on autopilot.

"Putting Your Traffic on Autopilot"

Clickbank is synonymous with Affiliate Marketing. In fact one of the reasons Clickbank is so popular is because product creators can attract many hungry affiliates by listing their product their.

The sad truth is that you end up with a handful of super-affiliates (checkout the Clickbank Apex Elite) making most of the money because they have a big list and are masters of traffic and conversions. Unless you're one of these Elite (or have their list size, money and knowledge) then there is a good chance you're not going to do too good as an affiliate.

The odds are well and truly stacked in the product creators favour… provided they can create a product that sells well in a hungry market that likes to spend money.

With a product that converts and affiliates doing the hard work of sending hundreds, maybe thousands of visitors per day to sales page… the vendor (product creator) really does have it easy. Affiliates sell his or her product and build the vendor a nice list of buyers in the process.

These buyers can be emailed regularly and sold other products (including affiliate products) further down the line.

For that reason I was strongly advised to create a product in the Internet Marketing Niche. It's rabid, it's hot, people are prepared to

spend money because they are expecting a return on that money (people are happy to spend $500 for a product that promises $5000 per month).

Not to mention the sheer volume of affiliates and joint venture partners in the internet marketing niche.

If you're feeling daunted at the prospect of creating your own product, selling it and letting affiliate promote it then think about this.

Clickbank products often convert between 1% and 5% depending on the traffic source and how well it was pre-sold before landing on the sales page.

My first product and first sales page (without any copywriting training or experience) was for a product in the martial arts niche. The ebook is 40 pages long, it sells for $17, gets 250 unique visitors per month and converts at 2% from cold organic traffic.

If I can do that with my first attempt then so can you. Now I've mentioned Clickbank but I don't recommend you use this network first time around.

Why?

We're not doing it to make money (at least not yet). We're doing this to put our traffic on autopilot, build as big a buyers list as possible. You will make more money selling multiple back-end products to your buyers list than keeping a small percentage of the initial sale.

Over-deliver on the product, make sure buyers are 'wowed' by how much you give for such a low-price and they'll be coming back for more and ready to listen to your every word in the future.

If you don't believe me… go look at what the big names are doing right now!

You're going to attract and keep affiliates happy by giving them a product that converts well, pays them well and (let's go one step further) pays them straight into their PayPal account.

Plus a low priced product between $7 and $17 will often convert better than a higher priced product. No one really worries too much about spending $7 or $17 on a product but once it starts to get over $30 people will start to think a little bit harder.

Using a network like Payspree of Digiresults or setting up your own affiliate product using Rapid Action Profits or the $7 Dollar Script you can set a price you want and the commission levels (ie. 50% through to 100%).

You might choose to give 100% of the money to affiliates or a smaller percentage.

As an affiliate as well as a product creator I to love promote low-ticket items that pay me $17 straight into my PayPal account. I make money, the vendor adds a buyer to his list and the buyer gets a ton of value for a very low price. It's one of the reasons hot products on the Warrior Special Offers forum do so well.

How to Build Multiple, Residual Income Streams

How of the biggest benefits to an offline job is… a regular pay check.

Weekly or monthly, provided you do what you're supposed to do you're going to get paid. If your sick, go on holiday or have a baby… you get paid.

As an internet marketer you job relies on pushing daily sales and sure putting your traffic on autopilot with affiliates will definitely help BUT you're still at the mercy of other people.

Earlier on I mentioned giving away 100% of the money to affiliates so you can profit on the back-end. There are two ways to do this.

First you can use your email auto-responder series and broadcast emails.

When someone opts-in to on your squeeze page they should go onto a specific list that gently puts them in front of your $17 product.

When someone buys your $17 product they should go into a new list or funnel that starts by selling them another product, ideally more expensive and always complementary.

You can pass your subscribers from one funnel to another… each with it's own pre-prepared auto-responder series and this works

very well. They can sell your own products or affiliate products and services.

This next method has more security, gives you more control and… lets you attract affiliates too to keep your traffic on autopilot.

It's called building a continuity program (a membership site).

When you build a continuity program you can test and track your results to a fine degree. Imagine this… you have affiliate promoting your front end product for 100% commissions and building your list.

You promote your continuity product to your list and you promote affiliate products to your list (giving you 2 separate income sources which can be automated using your auto-responder).

You charge $97 per month for your continuity program and you have 100 members… that's a cool $116,400 per year on top of your affiliate sales and other products you might decide to create and sell.

Better than the annual amount is the fact that you get paid a recurring $9700 every month. It's as good as having that regular pay check but without having a boss.

All you have to do is keep the continuity program topped up so everyone who leaves is replaced.

Dennis Becker of Earn1KaDay runs a high quality membership site with loyal followers who've been around $37 to $47 per month for several years. One of his many strategies is to buy the rights to very good products (that typically cost more than his monthly membership fee) and adds it to the E1KAD site for his members. In fairness he does a lot more than that and the content inside is top-notch but it's not rocket science either!

If you're daunted or not sure about the concept behind your very own continuity/membership site then stop and think about this for a moment.

If you have mobile phone or broadband contact then you are in a service based continuity program, if you have a magazine subscription you are in an information based continuity program. They really aren't that unusual.

A continuity program isn't that different to having an email list where you have a bunch of people waiting for your content daily or weekly... only that now they pay you for the privilege.

Now forget the money for one moment and think about this. Every time you get someone into your continuity program you can also educate them on your affiliate program and how to use is.

Your system becomes self-fulfilling as affiliates drive you traffic, you turn the traffic into raving fans and long-term customers and train them to become affiliates...

Something very simple, very clever, very profitable and very powerful.

Just in case you're worried about charging $97 for a continuity program, don't worry you can start at $4.95 or whatever you want.

More recently a course called Nanocontinuity was released teaching you how to create low cost membership sites very fast. The twist is you can either leave it as that or give your members the opportunity to upgrade within your Nanocontinuity program to a more expensive program.

Nanocontinuity sites are a great way to build your confidence and get started. No one is really going to sweat it about joining a $4.95 per month course but if you can deliver on that... scaling your site and increasing the price is much easier.

A little about selling continuity programs.

Up until 2010 you would frequently see continuity programs promoted straight up, they had a sales page and you could just sign up

straight away. For one reason or another last year people stopped buying into continuity programs. Conversions were DOWN!

While nanocontinuity programs can be more easily promoted upfront thanks to the low price… successful selling is normally done immediately after a front end product when the customer's credit card is still out.

Someone buys your $17 product and on the download page they see an offer to join their exclusive program for just $4.95 or $9.95 or $17 per month. The price is best kept at the same or lower than then front end product (ie. don't sell them a $7 product and then expect them to sign up for $97 per month)!

As daunting as it sounds, it's clear to see why building a continuity program into your system can change your life like night and day. It diversifies, stabilises and multiples your income.

If you can create a product, host an interview or run a webinar every month… then you have what it takes to build a continuity site.

How bad do you want it?

How to Work Less & Earn More

I recently come across a mixed martial arts millionaire called Lloyd Irvin who is also an internet marketer. He's not only a MMA millionaire he is an internet marketing millionaire active in 6 or 7 niches.

At his school owner's conference in Maryland, USA one school owner asked Master Lloyd what he should focus on. Lloyd asked "What are your priorities?" The man replied "*My own training for competitions.*" Lloyd came back and said "You need to build a team."

What are your priorities? Unless you want to do everything in your business, from testing and tracking through to making sure customers are happy. Following up on the occasional refunds or technical errors (we've all missed those download links before) then you need to build a team.

Building a team can range from hiring someone local to come in a help out in your office (or home office) every day or week through to hiring a full-team for SEO, graphics, web design and customer support in another country.

There are plenty of sources online from eLance, Rentacoder and oDesk. Even the Warrior Forum has its own section for hiring other workers either permanently or for a single project.

But outsourcing and building a team isn't just about living the internet lifestyle.

Outsourcing is important because (as Michael Gerber says in his book the *eMyth*) you need to spend time working ON your business and not IN your business.

Working on your business lets you focus on building relationships with other marketers and forming Joint Ventures, working on what you can do to further grow your income while enjoying life and having the time to do all the things you crave from an internet lifestyle.

One of the best bits of advice regarding employing and outsourcing work is never to leave it until you are desperate. Find someone before you need them so you can spend them time finding and interviewing the right person first.

Train them and see how they get on before throwing them into an important job your income depends upon.

I've seen outsourcing go wrong first hand after making assumptions people can do x,y and z. Never assume… give your outsourcers step-by-step guide and checklist fit for someone who just landed on Earth for the very first time and knows nothing.

Lee McIntyre is a man with a good team, slick system and a seriously successful business. I strongly recommend you listen to this interview with Terry Dean (an Internet Legend) about automating your business. It's free and called "*Grab Your Lifestyle*".

The Hardest Part is Getting Started and Overcoming Hurdles

The hardest part is always getting started.

The second hardest is following through to the end.

Taking action and avoiding procrastination is key and if you can simply devote an hour a day you can gradually implement and scale.

Remember you don't have to do everything to start with. You can build a list, then add a front end product, then add an affiliate program, then add a continuity program and then build a team as and when it suits you.

Pursue your goals with pig-headed disciple and determination, refuse to fail and avoid distraction at all cost. Pick one thing and stay focused on it… write it on the wall in front of your desk and don't buy anything that will take you away from it.

If you added just 10 subscribers to your list everyday, after three years you'd have 10,000 subscribers and an amazing income. If you gave up after month one… tried something else at month two… I would guarantee you'd have nothing after three years and you'd still be chasing the dream another 3 years down the line.

There's something to be said about pig-headed disciple and determination. Remember you don't have to do everything at once within this short report you've have several businesses within a business. Any of which can provide a full-time income but then you only have ONE income. It's better to have multiple streams of income from multiple sources with a residual aspect built in.

o You have a list that can create a full-time income purely from affiliate sales.

o You have your own product to sell on the front end which can create a full-time income (I've seen weight loss reports sold for $19 pull in

over $70K per year thanks to the volume of traffic purely from Ezine Articles).

- o You have a continuity program that can be as expensive or cheap as you like from where you can recruit affiliates, promote other products and upgrade members to more expensive programs.

From here you can scale and outsource. Your single front end product can become multiple front end products. All of these can lead to your continuity program, increasing and stabilizing your income at the same time.

What You Need to Do Now!

Step One

Find a hot niche marketing (ideally something in the Internet Marketing/Make Money Online world)

Step Two

Create a squeeze page and free gift (think audio for better conversions)

Step Three

Drive traffic and test your squeeze page (but don't speed too much time on it)

Step Four

Add an auto-responder follow-up series combining content and recommendations for affiliate products (which will eventually include your own products)

Step Five

Start creating a low-cost product to sell that over delivers on content and get it converting. Create a new auto-responder series for your buyers list.

Step Six

Put your traffic on autopilot with an affiliate program for your front-end product and pays straight into PayPal accounts!

Step Seven

Add a continuity program to your back-end to build a regular income and further recruit new affiliates to promote your front-end product (and eventually your continuity program as well).

Step Eight

Build a team and start to outsource your work. Spread the workload so you can live the lifestyle you've worked hard for and spend your time on planning and improving the business and your income!

This can include improving your existing system (for example, to drive more traffic, train more affiliates and improve conversions) or adding new products and revenue streams.

OK, so as a foot note, this of course gives you a clear path and framework for the future. If you have any questions or require any assistance find me on facebook or via www.dominusmarkham.com
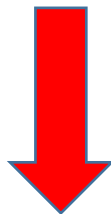
Here's to Our Continued Success

Dominus Markham

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PS – Below is a resource you will find VERY USEFUL in your online journey